BP's SUBJECT INDEX: January-June '58

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In our constant effort to make BP an even more effective tool for the industry, and in response to many readers' requests, we are publishing our first subject reference index. BP welcomes your suggestions on its format and value as a source of information.

For more detailed information or for additional assistance, the Readers Service Department of BP is always at your disposal. We'll be glad to service your inquiries.

In addition to the classical alphabetical index by subjects, we have selected a number of entries which are classified by subject for specific areas of interest.

We hope you'll find this type of index very helpful.

Mo. Pg.

MANAGEMENT:

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Management Pointers for Trade Binders . . . Sales development, mergers and other topics are analyzed by a leading printer and trade association executive Mar. 53

Modern Management Principles for Bindery Operation . . . Applying brainstorming, fund raising methods, production control, cost control, to your business ..... Apr. 39

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Overtime: How to Compute It in Your Budgeted Hour Cost . . . How to utilize your accounting department in computing effect on production costs of various combinations of overtime and multi-shift operation ..... Apr. 53

Careless Estimating May Get You The Job—At a Loss! . . . Watch the specifications and your machine selection carefully, as well as the type of stock, to avoid being trapped in a loss bid ..... May 37

Don't Price-cut Your Way to the Poorhouse! . . . How price-cutting and faulty or deliberate underestimating can ruin you ..... June 37

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Right or Wrong in Labor Relations? . . . Do you have problems with personal phone calls, rule violations, disciplinary action on false information, changing job requirements? Details on how actual case-histories were resolved ..... Mar. 54
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NEW EQUIPMENT & MATERIALS:

Since some two dozen or more new machines and materials of every description are reported in every six months' volume of BP, these two will be found under the alphabetical subject guide headings, under the appropriate title.

PUBLISHING DESIGN & PRODUCTION:

(For a complete list of subjects covered, refer to alphabetical index headings following, under the appropriate title.)

Heath Introduces Loose Leaf Teachers Guides . . . The newest innovation in the field of textbook satellite publishing is described in detail ..... Jan. 60

Cold Type Book Composition . . . One of a five-part series on the economics and techniques of this form of composition. See succeeding issues ..... Jan. 62

Industry Debates Colored Text Paper . . . Survey reveals violent division of opinion, yet experimental titles continue to increase ..... Feb. 53

Coordinating European Production . . . Case history of a religious art book and how production pitfalls were stidestepped ..... Mar. 63

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Panorama of Children's Books . . . Library of Congress expert scans the world of juveniles 1955-57, as covered by the Children's Book Show ..... May 53

New Designs Brighten The Slipcase Market . . . What kinds of slipcases there are, how they are made, their cost, and an assessmetn of their popularity ..... June 63

RESEARCH:

Bookcloth Mills and B.M.I. Launch Textbook Cloth Study . . . Are textbooks lasting too long or not long enough? Complaints increase, as industry groups initiate joint study of binding materials ..... Feb. 45

Truecloth: An approach to solving cover wearability . . . Publisher evolves specially laminated cloth after long research into abrasion-resistance ..... Feb. 56

BMI Launches Warehousing Studies . . . Storage headaches of book manufacturers to be examined with to relief measures ..... Mar. 51

Test Reinforcing Methods in Laboratory . . . Does reinforcing strengthen. or weaken a book? Current testing program seeks answers ..... June 40

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Because of the wide variety of subjects covered regularly each month under this heading, BP refers its readers to the alphabetical subject guide, for listings of articles dealing with specific phases of composition, printing, platemaking, and binding of all types. These will be found under the specific heading sought, i.e., Gathering, see June p. 52.

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Automation at Cuneo Press . . . Oversized conveyors are frequently cumbersome and are better subdivided into smaller units, this plant finds ..... Mar. 40

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